

Affirmative Market Program

Commonwealth of Massachusetts



Volume 3, Issue 1
Spring

Phone: 617-723-3300
Fax: 617-727-1812
Email: amp@osd.state.ma.us
Web: www.mass.gov/amp

M/WBE TALK

One Ashburton Place, Room 1017
Boston, MA 02108

This Issue...

- Director's Corner
- FY02 Annual Report
- AMP Recognition Day
- AMP Procurement Language Frequently Asked Questions
- DCAM MBE Designer & Contractor Excellence Awards
- Historical M/WBE G&S Trends
- AMP Vendor Procurement Workshop
- Subcontracting Expenditures
- AMP Advisory Board
- Sponsorship Opportunities

Upcoming Events

FY04 Statewide AMP Kick Off Meeting

Great Hall, State House
Tuesday, September 16, 2003
10:00 a.m. 1:00 p.m.
All M/WBE's are invited.
See our website for details
www.mass.gov/amp

The Director's Corner

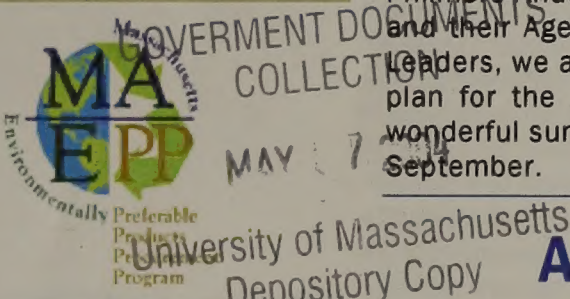
As Fiscal Year 2003 winds down we have the opportunity to review all our accomplishments and set targets for outcomes for FY04. Below are several of the accomplishments realized this year:

- The annual statewide increase of department expenditures with M/WBEs. In FY02 the total expenditures in the area of goods and services was \$325,096,506. This is an increase of \$23,325,761 or 7.7 % over FY01 expenditures.
- 23% of participating state entities met fiscal year benchmarks with MBEs and 26% met their WBE bench marks in FY02.
- On November 20, 2002, the AMP developed Language for all RFRs and revised RFR Specifications that outlines new guidelines and procedures to assist departments in increasing M/WBE activity and expenditures for all types of contracts for meeting fiscal year benchmarks.
- We have developed a methodology to capture subcontractor payments from statewide contracts.
- The AMP Business Advisory Board is working on 3 initiatives: Business to Business Mentoring, Department Surveys and Statewide Outreach.
- The AMP has trained 200 certified vendors through their participation in the AMP Vendor Procurement Workshops.



Monserrate Quinones
Executive Director

With the commitment of our AMP Team which includes the State Purchasing Agent, Philmore Anderson III, Deputy Purchasing Agent, Ellen Bickelman, over 100 AMP Coordinators and their Agency Heads, the Business Advisory Board, and Procurement Management Team Leaders, we aspire to move forward and address the ambitious objectives and targets that we plan for the next fiscal year. Thank you everyone for your dedication. I hope you have a wonderful summer and look forward to seeing you at our FY04 Fiscal Year Kickoff in September.



AMP FY02 Annual Report Now Available

Commonwealth Buy Recycled and Environmentally Preferable Products Vendor Fair and Conference
Centrum Centre, Worcester, MA
Wednesday, October 8, 2003



Statewide Training and Resource Exposition
Bayside Exposition Center
April 27th & 28th, 2004

Looking for some interesting summer reading? Want to know where agencies rank in meeting their AMP goals? Want proof that the AMP is increasing M/WBE dollars spent each fiscal year? Well, we've got the report for you. The Fiscal Year 2002 AMP Annual Report has just been published online at our web site: www.mass.gov/amp. For your convenience, we have made it available in both PDF and Word formats.

The report highlights the success of the Affirmative Mar-

ket Program in public contracting for fiscal year 2002. We are pleased to report the following achievements:

- ♦ The Commonwealth's FY02 expenditures increased 7.7% with MBEs and 14.9% with WBEs.
- ♦ 69% or 9 out of 13 participating Secretariats met or exceeded their MBE benchmark, compared to 62% in FY01.
- ♦ 76% or 10 out of 13 participating Secretariats met or

exceeded their WBE benchmark, compared to 69% in FY01.

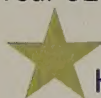
The AMP would like to thank all of the participating agencies, specifically the AMP Agency Coordinators, for all of their hard work in accumulating the information for the annual report. It's great to see, in print, that their efforts are making a positive impact in dollars spent in the M/WBE vendor community. Let's keep up the good work for FY04.

Special Recognition to Exceptional People



Donald Gomes AMP Coordinator for DEP, accepts an award at the 3rd Annual AMP Recognition Day from Monserate Quinones, AMP Executive Director, and members of the AMP Business Advisory Board. Left to right: Ellen Bickelman, Janet Santa Anna, Indira Patel, Maryanne Cataldo and Sadie Burton-Goss.

On Tuesday, May 20, 2003, a wonderful time was had by all at the 3rd Annual Affirmative Market Program Recognition Day. While the AMP is appreciative to everyone who participates in all levels, it is important to acknowledge those who have gone above and beyond our already high standards of excellence. It is our pleasure to introduce to you the following award recipients for performance in Fiscal Year 02:



Historical Excellence Award

Increased final expenditures & exceeded AMP benchmarks for 3 consecutive Fiscal Years (00, 01 and 02):

Agency:

Executive Office of Health and Human Services

Secretary:

Ron Preston

M/WBE Benchmarking Award

Departments who have increased and met AMP M/WBE Benchmarks

- Apprentice Training
- Architectural Access Board
- Board of Building Regulations and Standards
- Committee on Criminal Justice
- Division of Health Care Finance and Policy
- Division of Occupational Safety
- Environmental Management
- Environmental Protection
- Mass. Commission for Deaf & Hard of Hearing
- Mass Office for Refugee and Immigrants
- Metropolitan District Commission
- Office of Consumer Affairs and Business Regulations
- State Racing Commission
- State Reclamation Board

MBE Benchmarking Award

- Departments who have increased and met AMP MBE Benchmarks
- Alcoholic Beverage Control Commission

- Department of Correction
- Department of Education
- Department of Mental Health
- Executive Office of Public Safety
- Military Division
- Office on Disability
- Registry of Motor Vehicles

WBE Benchmarking Award

- Departments who have increased and met AMP WBE Benchmarks
- Criminal Justice Training Council
- Department of Fire Services
- Department of Telecommunications & Energy
- Department of Veterans' Services
- Division of Banks
- Division of Insurance
- Division of Registration
- Executive Office of Health and Human Services
- Department of Public Safety
- Massachusetts Highway Department
- Merit Rating Board

Procurement Management Team AMP Recognition Awards

for their outstanding performance in meeting the objectives of Executive Order 390 and to the advancement of minority and women-owned businesses in the statewide contracting process

- Statewide Prime Grocer Contract (GRO 14) PMT lead by Betty Fernandez
- Statewide IT-11 Premises Based Telecommunications Systems (PBX) Contract PMT lead by Richard Mordaunt
- Statewide ITS-07 Information Technology Services Contract PMT lead by Marge MacEvitt
- Statewide 3J-501 E-Learning Contract PMT lead by Michael Maguire

AMP Special Recognition Award

Significantly contributed to the Commonwealth's AMP through creativity, initiative and commitment to minority and women business entrepreneurs.

- Jeanne Campbell-OSD
- Myrlande Guillaume- OSD

- Brian Putnam- OSD
- Peter Sasso- OSD
- Monica Synnott-OSD

AMP Coordinator Performance Award

Went beyond expectations in their performance of the duties of AMP Coordinator within their departments.

- Willie Brown- MDC
- Rochelle Brunson- DTA
- Miguel Fernandes- MHD
- Susan Goldfischer- DCAM
- Donald Gomes- DEP
- Bob Guinto- DSS
- Jaime Karp- CHS Board
- John Panagopolous- MTA
- Ripton Rowe- DCAM
- Angela Rudikoff- EOTC
- Gerald Scott- DMR
- Alis Slezak- Military

AMP Participation Award

Provided valuable contributions in support of Executive Order 390 and the Commonwealth's Affirmative Market Program

- Philmore Anderson III-OSD
 - Ellen Bickelman-OSD
- AMP Participation Award in recognition of valuable contributions in support of Executive Order 390 and the Commonwealth's Affirmative Market Program by your active participation and leadership in the AMP Business Advisory Board for Fiscal Year 2002.

- Janet Santa Anna - The Resource Connection, Inc.
- Olympia A. Brescia - Ambassador Travel Services
- Maryanne Cataldo- City Lights Electrical Co, Inc.
- Sadie Burton-Goss - Goss Associates
- Robert Jenkins, Jr.- Community Development Corporation of Boston
- Kelli J. Kassor- Builders Appliance Supply
- Suzanne Q. Lee - G & G Printing
- Indira B. Patel- New England Office Supply
- Daniel Sweeting- Brockton Area Multiservices, Inc.
- Gordon Thompson- Westnet, Inc.

"Nothing will work unless you do."

~ Maya Angelou



The Affirmative Market Program: Creating opportunities for Minority- and Women-Owned Businesses and delivering quality services to the Commonwealth.

Report of the Commission on the Status of Women

The Commission on the Status of Women was established in 1946 by the United Nations Economic and Social Council. Its mandate was to study the status of women in all countries and to make recommendations for their improvement. The Commission has held several sessions, and its reports have been a valuable source of information for the United Nations and the world community.

In its first report, the Commission identified the main areas of concern for women's status: education, employment, and political participation. It found that women were generally disadvantaged in these areas, and it recommended that governments take steps to improve their status. For example, it recommended that women be given equal access to education and employment opportunities, and that they be allowed to participate in political life on an equal basis with men.

The Commission's second report, issued in 1950, focused on the issue of women's rights. It found that women's rights were not fully protected in many countries, and it recommended that governments take steps to ensure that women's rights were respected. It also recommended that women be given equal access to the courts and that they be able to own property and enter into contracts on an equal basis with men.

The Commission's third report, issued in 1955, focused on the issue of women's health. It found that women's health was often neglected, and it recommended that governments take steps to improve women's health care. It also recommended that women be given equal access to health services and that they be able to make decisions about their own health.

The Commission's fourth report, issued in 1960, focused on the issue of women's economic status. It found that women were often paid less than men for the same work, and it recommended that governments take steps to ensure that women were paid equally. It also recommended that women be given equal access to economic opportunities and that they be able to participate in economic life on an equal basis with men.

The Commission's fifth report, issued in 1965, focused on the issue of women's political participation. It found that women were often excluded from political life, and it recommended that governments take steps to ensure that women were able to participate on an equal basis with men. It also recommended that women be given equal access to political opportunities and that they be able to hold office on an equal basis with men.

The Commission's sixth report, issued in 1970, focused on the issue of women's social status. It found that women were often treated as second-class citizens, and it recommended that governments take steps to ensure that women were treated as equals. It also recommended that women be given equal access to social services and that they be able to participate in social life on an equal basis with men.

The Commission's seventh report, issued in 1975, focused on the issue of women's legal status. It found that women's legal status was often inferior to men's, and it recommended that governments take steps to ensure that women's legal status was equal to men's. It also recommended that women be given equal access to legal services and that they be able to participate in legal life on an equal basis with men.

The Commission's eighth report, issued in 1980, focused on the issue of women's cultural status. It found that women's cultural status was often inferior to men's, and it recommended that governments take steps to ensure that women's cultural status was equal to men's. It also recommended that women be given equal access to cultural services and that they be able to participate in cultural life on an equal basis with men.

The Commission's ninth report, issued in 1985, focused on the issue of women's environmental status. It found that women's environmental status was often inferior to men's, and it recommended that governments take steps to ensure that women's environmental status was equal to men's. It also recommended that women be given equal access to environmental services and that they be able to participate in environmental life on an equal basis with men.

The Commission's tenth report, issued in 1990, focused on the issue of women's overall status. It found that women's overall status was still inferior to men's, and it recommended that governments take steps to ensure that women's overall status was equal to men's. It also recommended that women be given equal access to all services and that they be able to participate in all aspects of life on an equal basis with men.

AMP Procurement Language – FAQ's

1. *How should the language principles be applied to a vendor with contracts with various departments?*
 - The basic framework of the AMP Plan is procurement driven. Each procurement team should think about the best approach to maximize M/WBE participation.
2. *My department has an excellent track record for meeting AMP benchmarks. Why should I use this approach?*
 - The AMP language is flexible and encourages department to have a narrowly tailored approach that will result in assisting departments meet and increase annual benchmarks.
3. *Could Prime bidders get points on their AMP Plan (s) for including vendors applying for certification but not yet SOMWBA certified?*
 - Yes. Points can be awarded if verification of submission of the application is submitted. This becomes part of the monitoring process, which the contract manager performs. Expenditures for these subcontractors while certification is pending can be individually tracked for credit towards benchmarks as long as the certification process is complete and a letter is on file by end of fiscal year. Coordinators can submit these expenditures separately to the AMP Executive Director.



Philmore Anderson III, State Purchasing Agent, speaking at the 3rd Annual AMP Recognition Day.

MBE Designer & Contractor Excellence Awards – Ripton Rowe, DCAM

Two MBE firms were among the recipients on June 18, 2003 when the Division of Capital Asset Management and Maintenance (DCAM) presented its Awards in Excellence for 2003. DCAM's Awards in Excellence program recognizes firms and projects for excellence in architectural design and building construction.

J & W Company, Inc. (J & W) received a Construction Excellence Award for Renovation as the prime contractor for the Copeland Building that houses the admissions office, classrooms and laboratory at Massachusetts Maritime Academy in Bourne, MA. DCAM's Project Management team com-

mended J & W for its supervision and extra effort to get the job done on a very difficult renovation project with lots of unforeseen conditions, and the nice work J & W did on interior millwork. J & W is located in Leominster, MA, and was certified in 1991 as an MBE in the areas of painting and non-residential building construction, specializing in demolition and carpentry.

Stellar Corporation (Stellar) received a House Doctor Design Services Excellence Award for providing roof replacement and accessibility study, design and construction administration services for two projects, the Natick

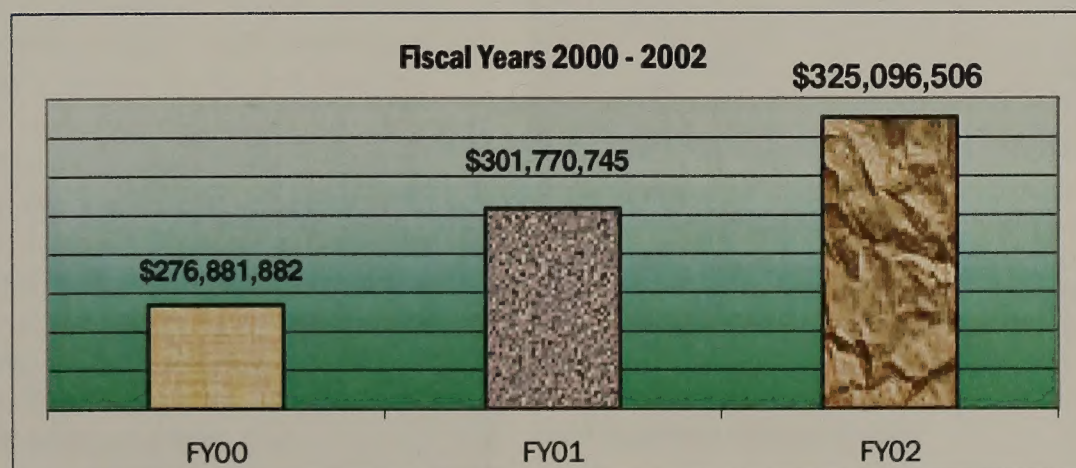
District Courthouse and the Westborough District Courthouse. DCAM's Project Manager commended Stellar for its excellent roof design, the high quality of materials specified, providing cost-effective solutions, attention to detail, on-site monitoring of construction practices and the personal attention shown by company principal, Swapan Roy. Stellar is located in Lexington, MA, and was certified in 1997 as an MBE in the areas of structural and civil engineering in study and design projects, and software development.

Congratulations to both excellent performers!

"Freedom to be your best is nothing unless you're willing to do your best."

~ Colin Powell

Historical Trends of M/WBEs Combined Statewide Goods & Services Expenditures



The Affirmative Market Program; Whereas, "A diverse business community strengthens the state economy." Executive Order 390

AMP Vendor Procurement Workshop

The Affirmative Market Program held its 3rd Vendor Procurement Workshop in April. The AMP offers two training opportunities to the M/WBE vendor community annually both in the spring and in the fall. To date we have trained approximately 200 vendors on all areas of state contracting including commodities, services, construction and design. For this training 51 vendors who were already certified or in the process of acquiring

their certification were in attendance representing all types of vendors in terms of size, geographic area, business fields and experience. Feedback from survey responses included the following: 85% found the certification status valuable and 70% regularly visit CommPASS. Presenters for this workshop were Ellen Bickelman (OSD), Miguel Fernandes (MHD), Ripton Rowe (DCAM) and Monsi Quinones (AMP).

Capturing Subcontracting Expenditures

Part of the AMP Language Initiative includes creating a systematic methodology to capturing M/WBE subcontracting expenditures. Working closely with OSD senior staff, we are developing an approach that will enable the tracking of M/WBE subcontracting expenditures on statewide contracts. OSD intends to track subcontracting dollars and credit departments that purchase off of these statewide contracts that use M/WBE sub-contractors accordingly. This will be the first time that the AMP has at-

tempted to capture statewide sub-contract information and credit departments. Hopefully, this initiative will assist departments in meeting fiscal year AMP benchmarks by capturing subcontracting expenditures. This should also encourage departments to utilize statewide vendors participating in the AMP, ultimately increasing expenditures with and representation of M/WBEs on statewide contracts. We hope to increase these department credits as we focus on using the new AMP Language in future RFR's.

AMP Business Advisory Board

The AMP Business Advisory Board continues to work on various initiatives for assisting the AMP and departments in meeting its EO 390 objectives. One such initiative of the Board is the Mentoring Initiative. A component of this initiative involves identifying specific contract areas where

there has been little or no historical M/WBE participation. Both department and OSD Procurement Management Teams were asked to examine their contracts and identify those commodity and service areas where there has been limited M/WBE representation. The goal of the

Board is to work with certified vendors and departments in increasing participation within those areas that lack AMP activity. We are in the early stages of this initiative and will keep you informed of our accomplishments with this initiative as they develop.



The AMP provides marketing and promotional opportunities to the certified business community.

Sponsorship Opportunities

Sometimes the best advertisement is word-of-mouth. Getting your product or services the right exposure is key to developing future business. One way to become recognized is by becoming a sponsor for an AMP activity. A sponsorship is a win-win opportunity for M/WBE vendors and the AMP Program. AMP Coordinators will have a chance to view first hand the M/WBE vendor goods and services, and M/WBE vendors will have the opportunity to show the coordinators what they have to offer. If you are interested in becoming a M/WBE sponsor for one of our future events, please contact us with your sponsorship suggestions. We can be reached by email at amp@state.ma.us. We look forward to hearing from you.



Willie Brown of the MDC performed double duty at the AMP Recognition Day. Not only did he serve as Master of Ceremonies for the event, but he also picked up two awards; *The AMP Coordinator Performance Award* and an *M/WBE Benchmarking Award* for the MDC. Here he is pictured receiving his *AMP Coordinator Performance Award* from the AMP Business Advisory Board.

How to Reach Us...

Affirmative Market Program
Operational Services Division
One Ashburton Place,
Room 1017
Boston, MA 02108
Phone: 617-720-3300
Fax: 617-727-1812
Email: amp@osd.state.ma.us
Web: www.mass.gov/amp



Come visit us at
www.mass.gov/amp

